



NOTICE OF JANUARY 2011 BOARD OF DIRECTORS MEETING

To: Board of Directors and Members

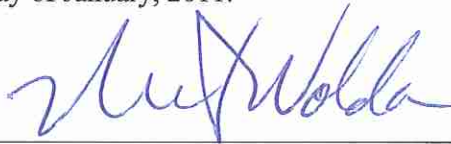
PURSUANT to the call of a majority of the Board of Directors named in the Certificate of Formation of the Corporation, NOTICE IS HEREBY GIVEN that the Board of Directors and the Members of The Woodlands Convention and Visitors Bureau, a Texas non-profit corporation (the "Corporation"), will meet at the principal office of the Corporation, at 10001 Woodloch Forest Drive, Suite 600, The Woodlands, Texas 77380, on the 12th day of January, 2011, at 1:30 p.m., for the purpose of:

1. Call to order and adoption of Agenda;
2. Public Comment;
3. Consider and approve Minutes from November 3, 2010 Board Meeting;
4. Consider and approve Minutes from December 8, 2010 Board Workshop;
5. Consider and receive Financial Report for November 2010;
6. Consider and act upon approval of the Service Agreement between The Strong Firm and The Woodlands Convention & Visitors Bureau for 2011 Legal Counsel Services
7. Consider and act upon approval of the Agency Engagement Agreement between Manlove Marketing & Communications and The Woodlands Convention & Visitors Bureau for 2011 Destination Marketing Services;
8. Consider and act upon approval of the 2011 Destination Marketing campaign theme and media placement schedule;
9. Consider and act upon approval for the Contract between Kaplan Public Relations and The Woodlands Convention & Visitors Bureau for 2011 Public Relation Services;
10. Receive an update of The Woodlands Waterway Cruisers;
11. Consider and direct the CVB on how to handle requests from sports initiatives;
12. Receive CVB Initiative Reports;
 - Destination Marketing & Group Sales
 - Events
 - Business Development

13. President's Report;
14. Board Announcements;
15. Agenda items for next meeting;
16. Adjournment.

This notice is given in accordance with the Bylaws of the Corporation and the Texas Business Organization Code. In accordance with state law, notice of this meeting was posted at least 72 hours in advance. This posting occurs at the Montgomery County Courthouse, the Harris County Courthouse and inside the boundaries of the Township at its office building.

Dated at The Woodlands, Texas, the 12th day of January, 2011.



President of The Woodlands Convention & Visitors Bureau

